



CLASS TITLE | TARE MARKETING AND COMMUNITY OUTREACH COORDINATOR

PAY GRADE: AT-32 | www.cityoftulsa.org/pay

Class Code: 2664

Effective Date: 06/05/2024

PURPOSE OF THE CLASSIFICATION: Under general direction, assists with managing communication functions for the Public Works Refuse & Recycling Division, as directed by Communications Department Management, including assisting in the coordination of marketing initiatives, communicating activities and promoting public awareness through communication strategies and campaigns, development of website and social media content, and the cultivation of relationships with Refuse & Recycling staff and the identification of public information opportunities; and performs other related duties as assigned.

ESSENTIAL TASKS:

- Manages and develops digital media content for Refuse & Recycling, assisting in the development of communication strategies, engaging audiences through integrated strategies and campaigns
- Collects necessary information and edits articles, web page content, reports, presentations, media releases, fact sheets, scripts and all materials associated with assigned projects
- Plans and coordinates public information surrounding Refuse & Recycling by creating printed, web and electronic projects from concept to completion; and working with staff and outside clients to assess needs and measure deliverables
- Fosters relationships with Refuse & Recycling staff through attendance at Tulsa Authority for the Recovering of Energy (TARE) meetings and events to execute marketing and communication activities
- Tracks and reports on media stories, metrics and data from communication and marketing platforms; and makes recommendations for increased effectiveness in future communications and educational campaigns, will report communication outputs to departments and boards as required
- Works proactively with Refuse & Recycling staff to identify underrepresented user groups and communities, assisting with developing targeted strategies to address contamination issues in the recycling stream
- Assists in pitching earned media opportunities for TARE, Refuse & Recycling
- Prepares presentations for community events, either to be given in person or through the use of digital platforms
- Coordinates regularly with the Manager of Refuse & Recycling or their designee on annual plans and priorities
- Reports to work on a regular and timely basis

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

QUALIFICATIONS:

Training and Experience: Must meet the following criteria or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 100:

- (a) Graduation from an accredited college or university with a bachelor's degree in public relations, marketing, public administration, communications or a related field; **and**,
- (b) Two (2) years' experience relevant to the essential tasks listed in this job description.

Knowledge, Abilities and Skills:

Knowledge of:

- Principles, methods and practices of public affairs, marketing, customer service, and community outreach
- Digital and printed media
- Principles of marketing and promotions
- Design programs, video techniques, and print layout techniques/processes
- Design standards



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Ability to:

- Plan and develop public information programs
- Plan and manage public engagement meetings and programs
- Manage time effectively and efficiently and carry projects to a timely completion
- Organize and present information in a clear, concise manner
- Communicate effectively verbally and in writing
- Design promotional material on a computer
- Understand and influence the behavior of others within the organization, customers or the public in order to achieve job objectives and cause action or understanding
- Capture and edit photos and videos
- Travel during work hours to locations, events, and activities identified by Communications and Refuse and Recycling Staff

Skill in:

- Industry-related graphic design software or applicable software
- Writing and editing using Associated Press style and standards
- Write with brand voice
- Web and social media content creation and best practices
- Spanish Speaking is preferred

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting and carrying up to 20 pounds; may be subject to walking, standing, handling reaching, bending and feeling; and vision, speech and hearing sufficient to perform the essential tasks.

Licenses and Certificates:

- a) Possession of a valid class "D" Oklahoma Driver license

WORKING ENVIRONMENT: Primarily indoors in an office setting and requires travel to various City locations, subject to irregular hours, including nights, weekends, and holidays.

EEO Code: N-02

Group: Clerical and Administrative

Series: General Administrative